

# Our Approach: *Enhance* the Capabilities of the Web Page to Capture Without Compromise the Real Store Experience

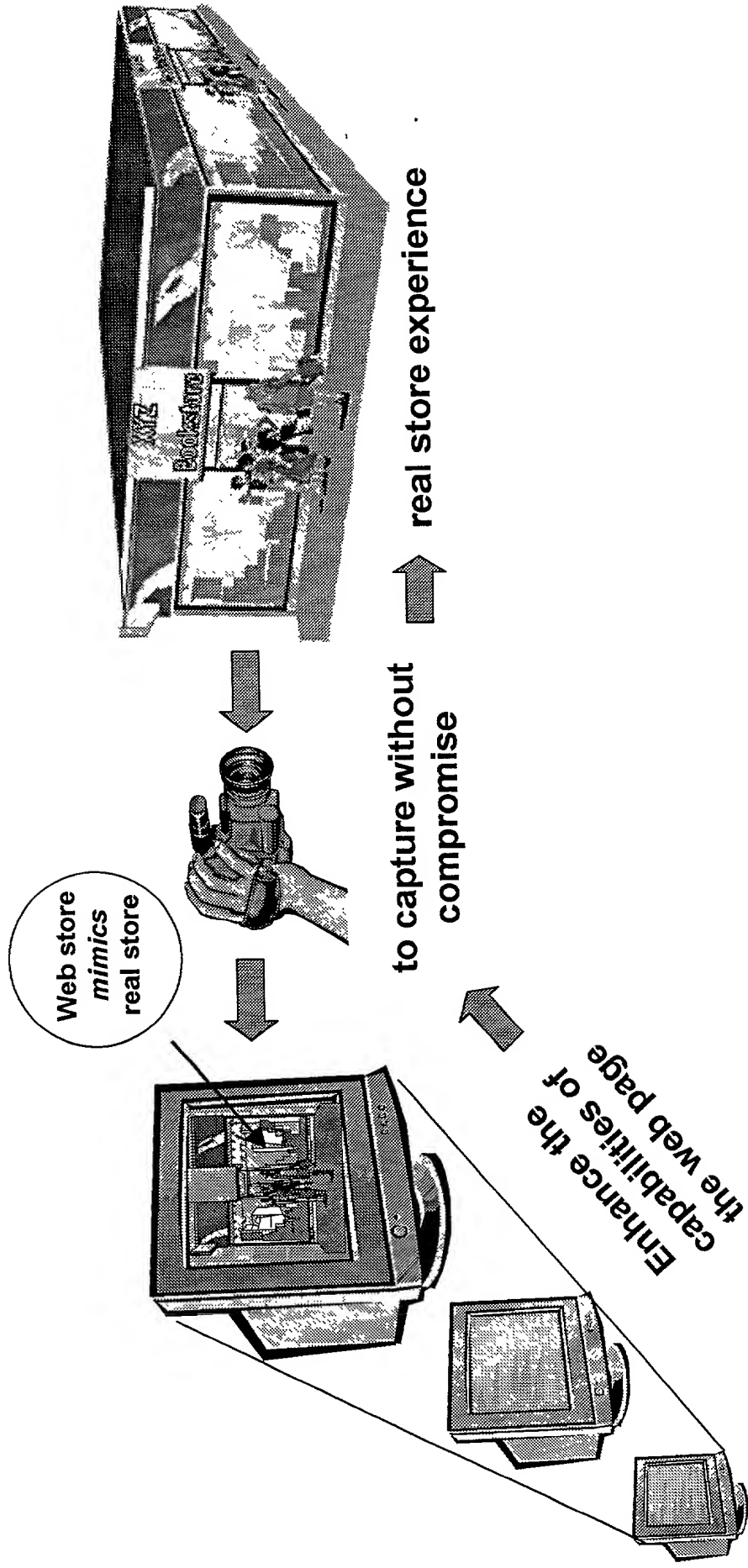
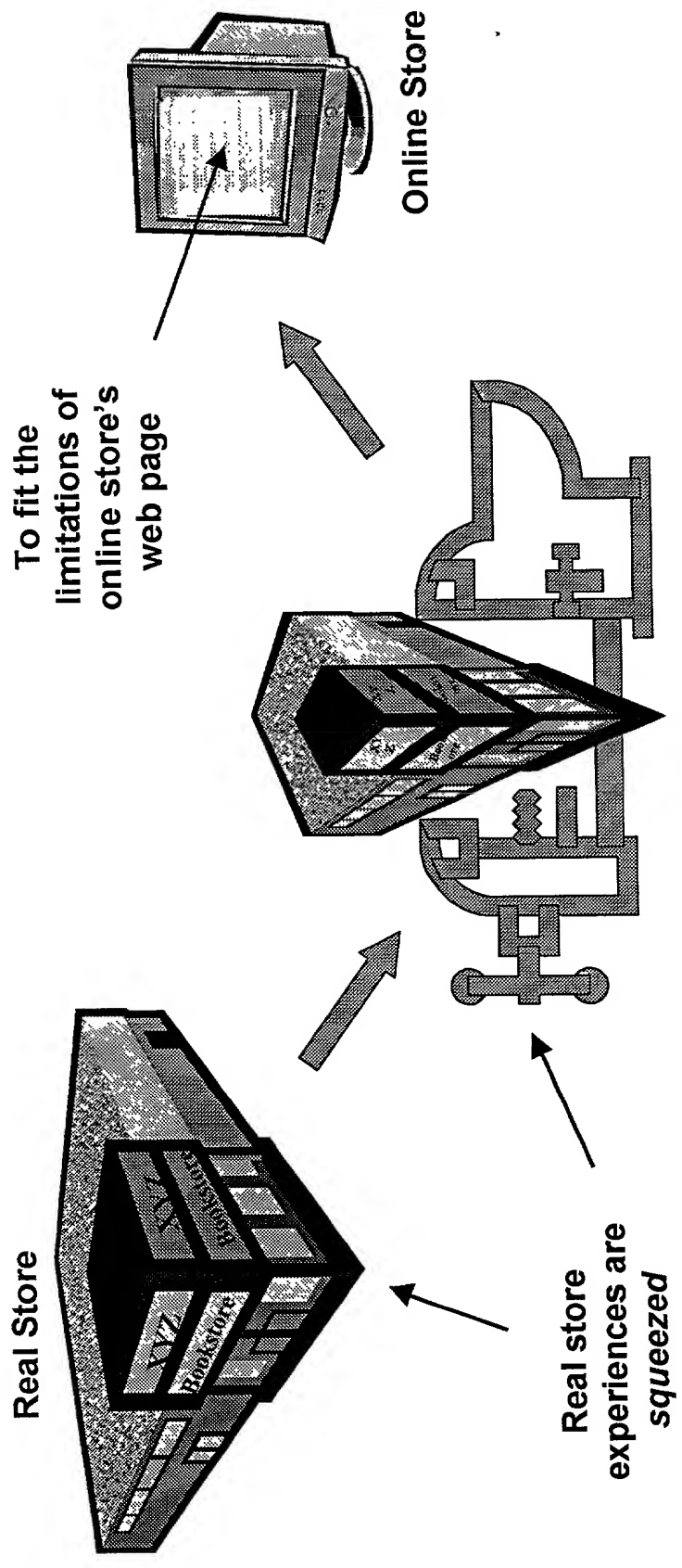


Illustration 1

Small vertical text on the left margin, likely a page number or reference code.

# Many Online Stores Have Been Very Successful, But Until Now....



... online stores *lack* real store experience and  
are essentially **scrolling lists of items**

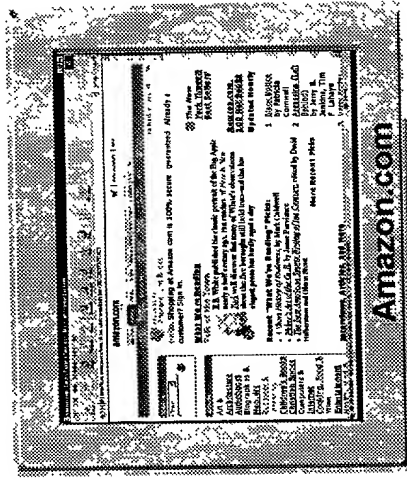
Illustration 2

# Two Examples of Successful Online Stores

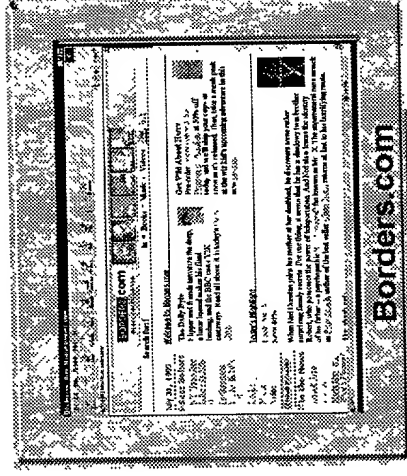
## Online Clothing Store



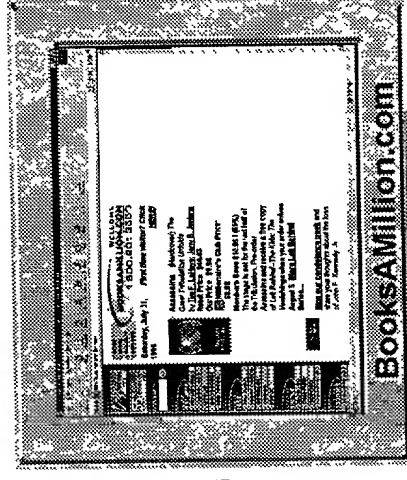
# Four Major Online Bookstores Today



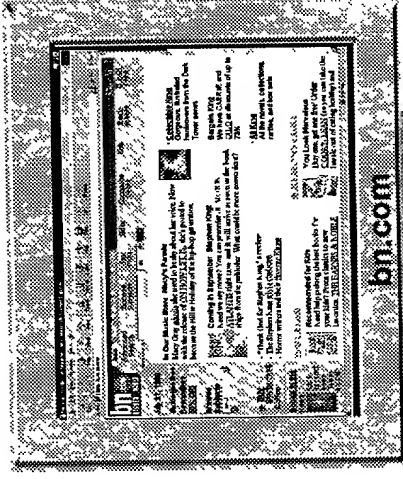
Amazon



Borders



Books A Million



Barnes & Noble

...The stores do have different features, but basically *all* are scrolling lists of books

\*Source: Nielsen Net Ratings, 16 July 99  
 \*\*Precise numbers not known

Illustration 4

# Our Approach: Capturing Real Bookstore Experience Online - Some Essential Features of a Real Bookstore Experience

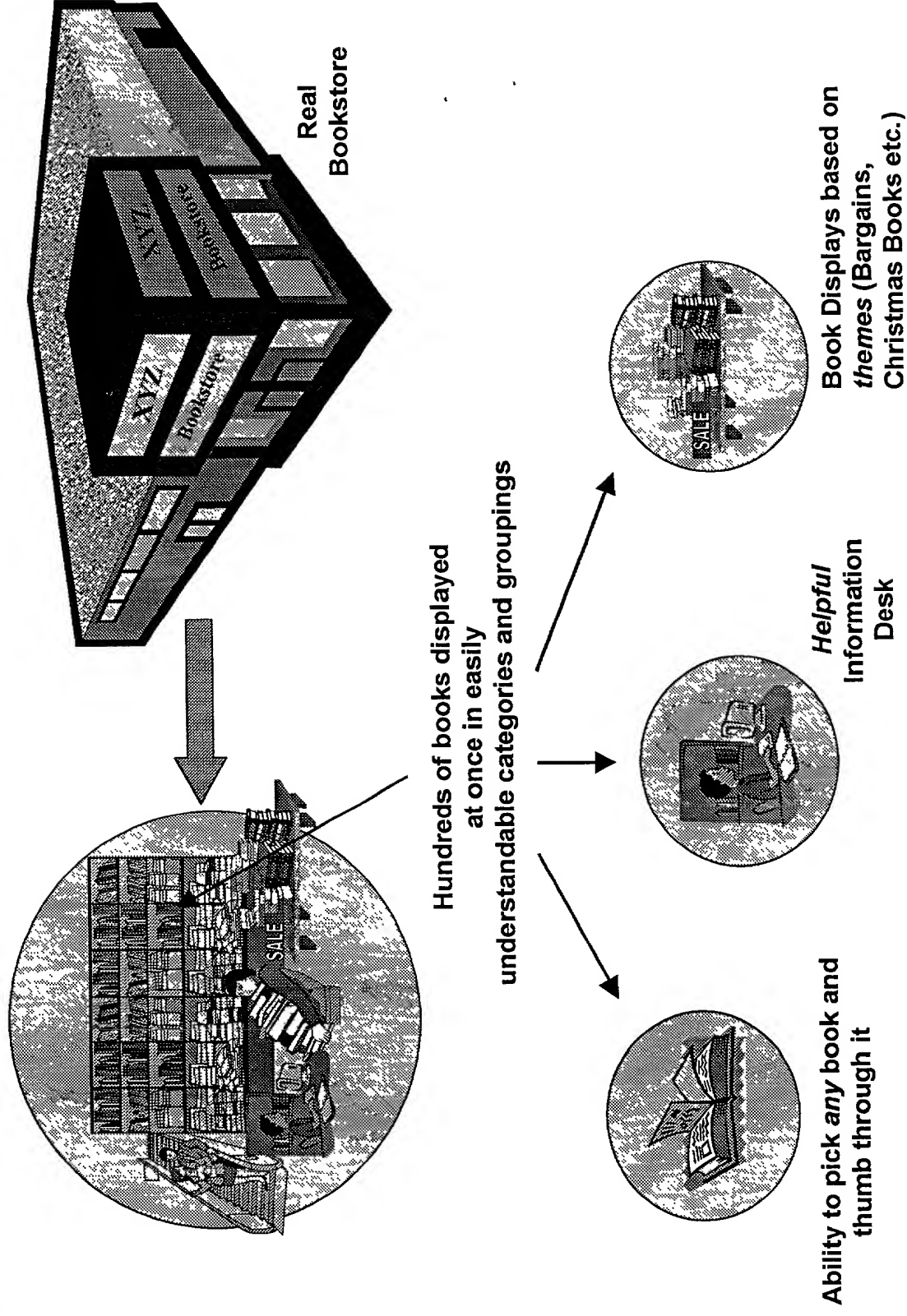


Illustration 5

# Capturing Real Bookstore Experience Online – Essential Features of a *Virtual Bookstore*

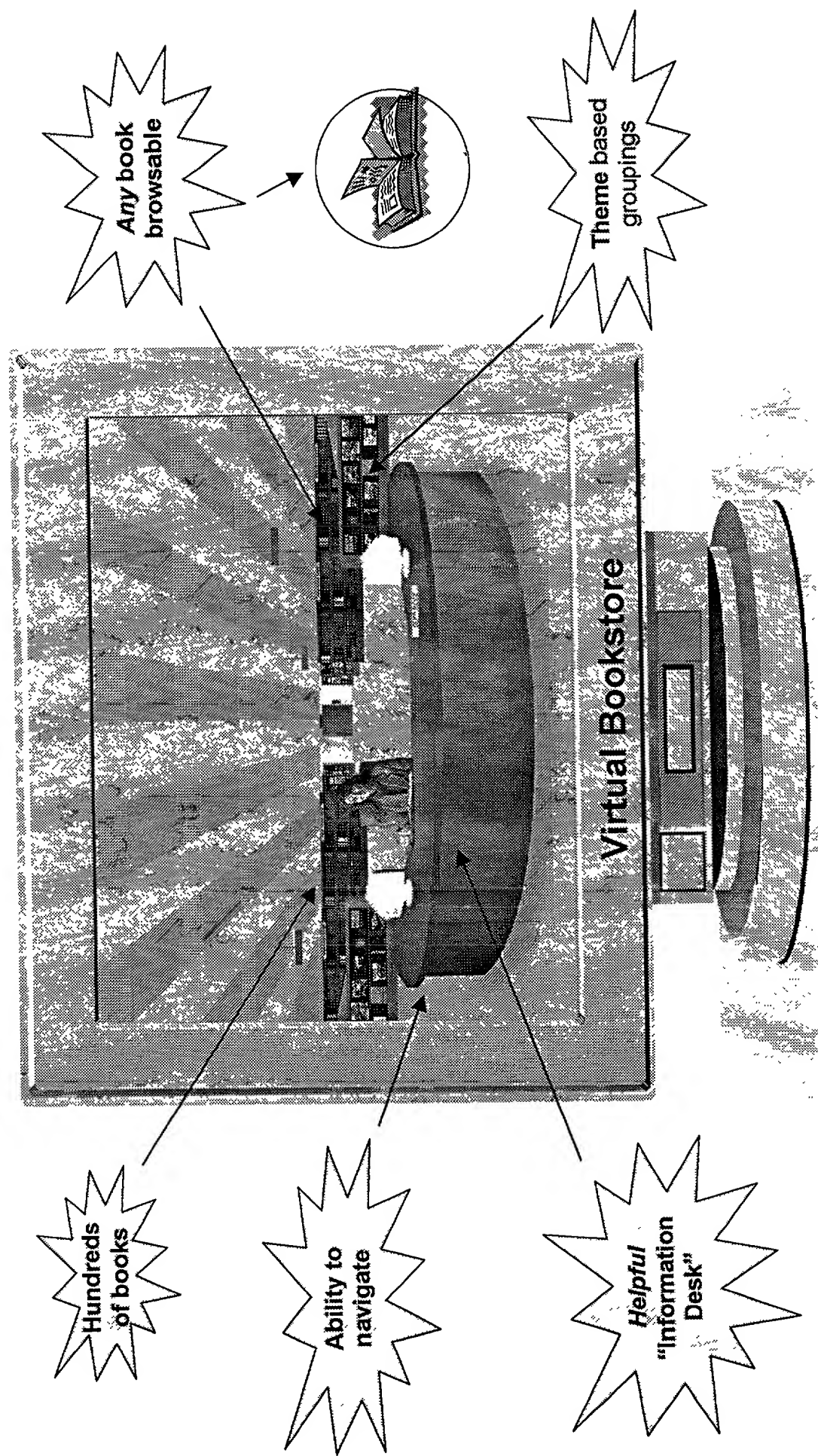


Illustration 6



# View of Navigable Online Store

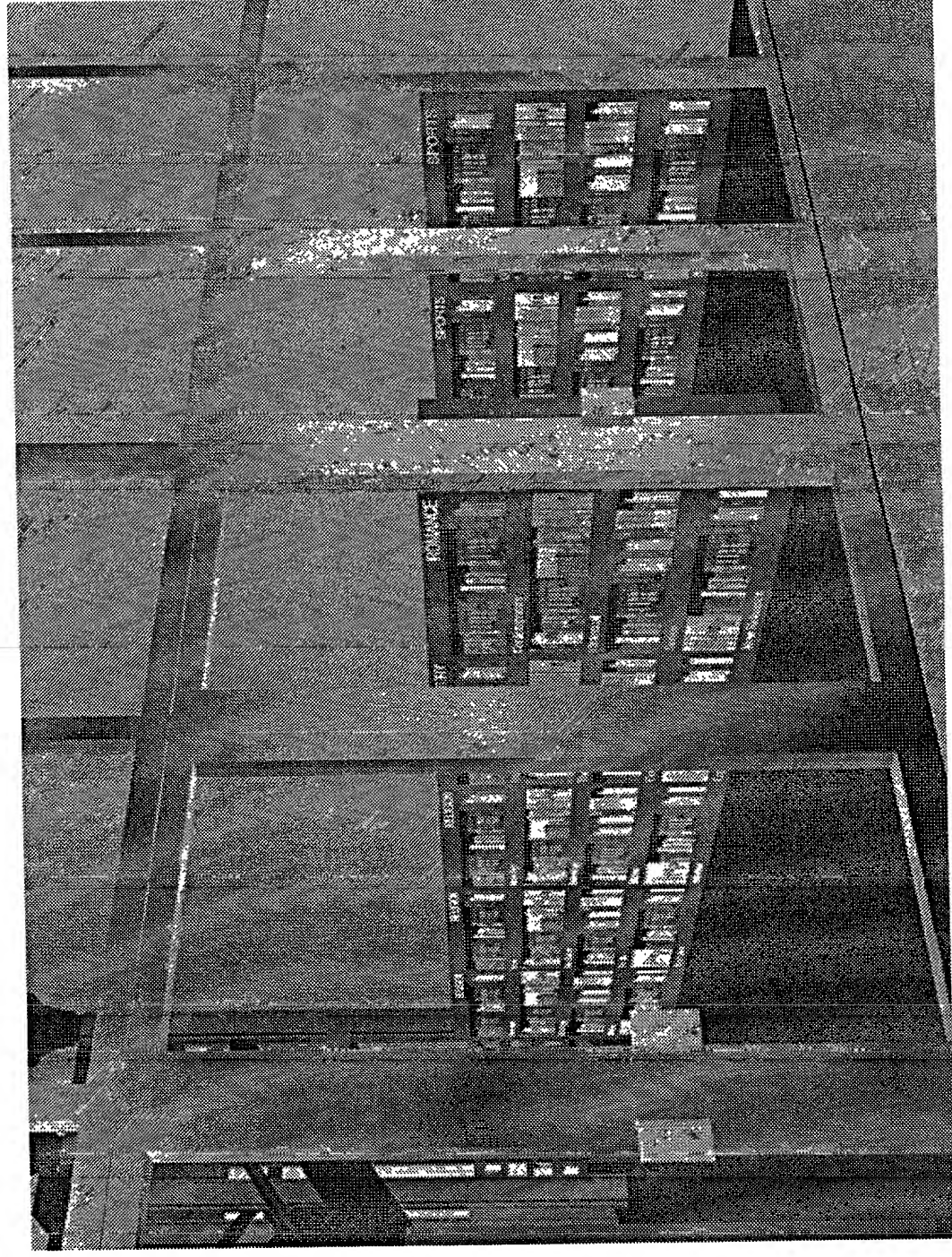


Illustration 7

# Illustrating Navigation in the Virtual Bookstore

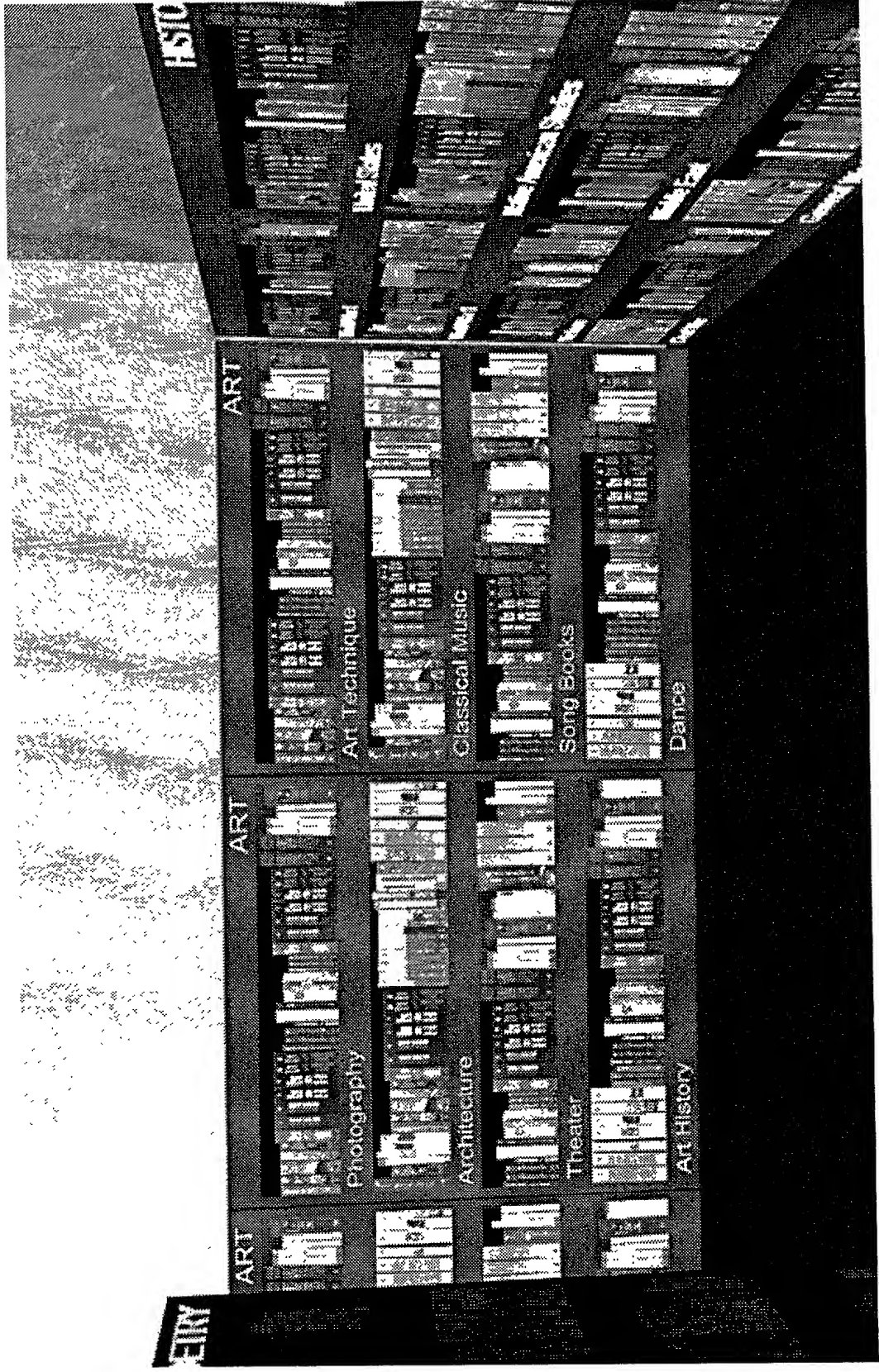


Illustration 8



# Capturing Real Bookstore Experience on the Web – Illustrating Dense Display of Books

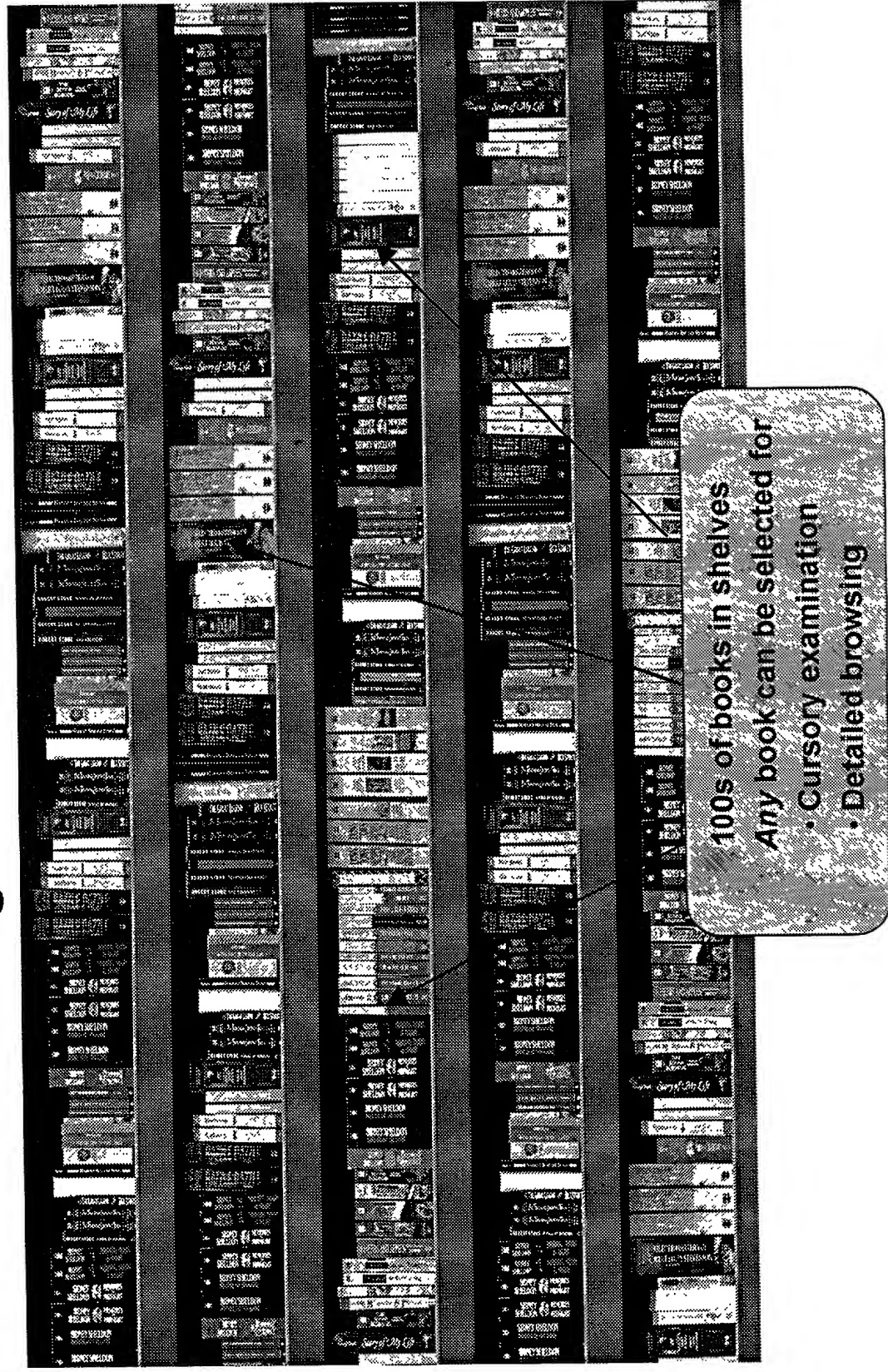


Illustration 9

# Capturing Real Bookstore Experience on the Web – Cursory Examination of Any Book

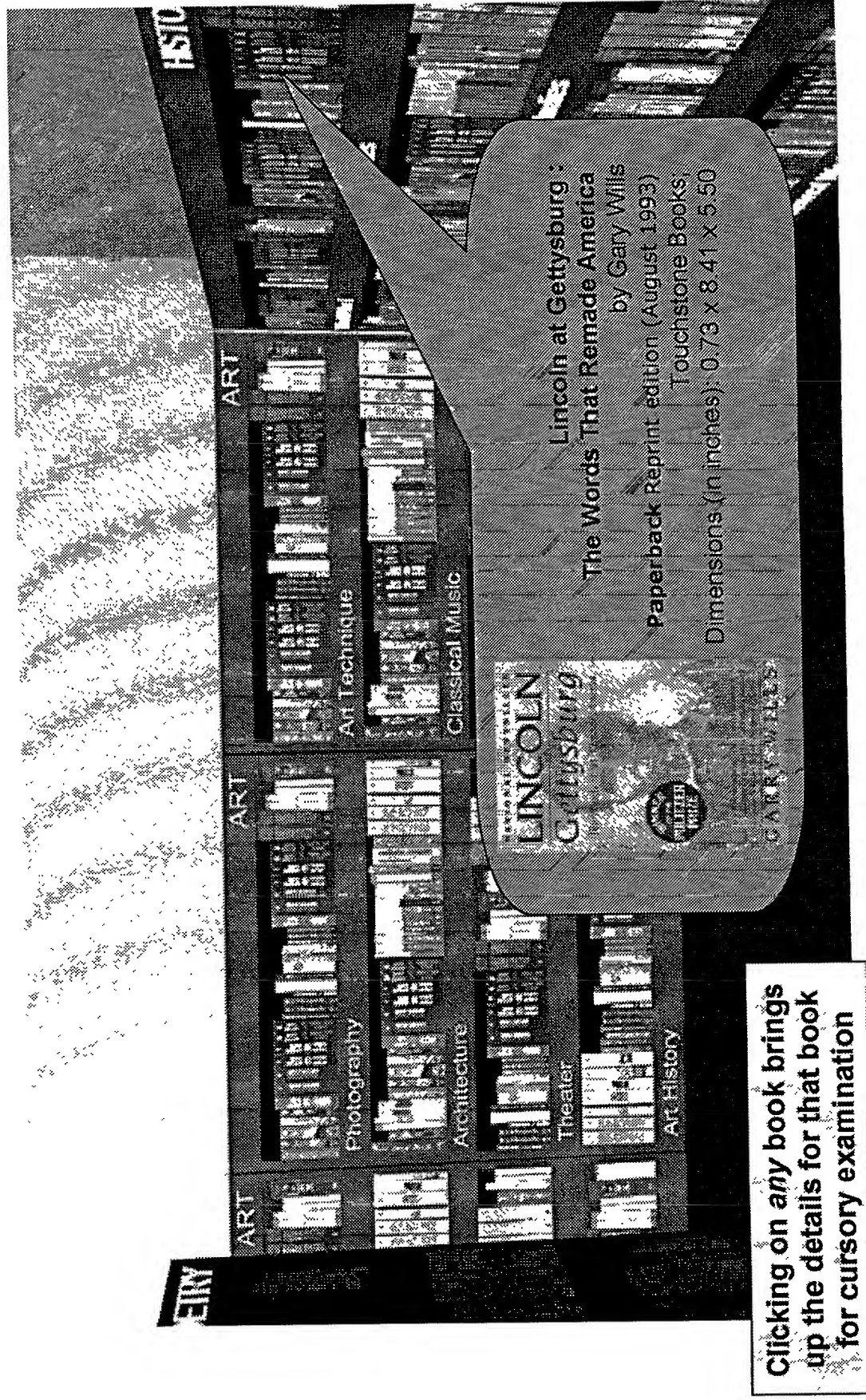


Illustration 10

# Capturing Real Bookstore Experience on the Web – Displaying *Theme Based Boutiques* (e.g. Kennedy)

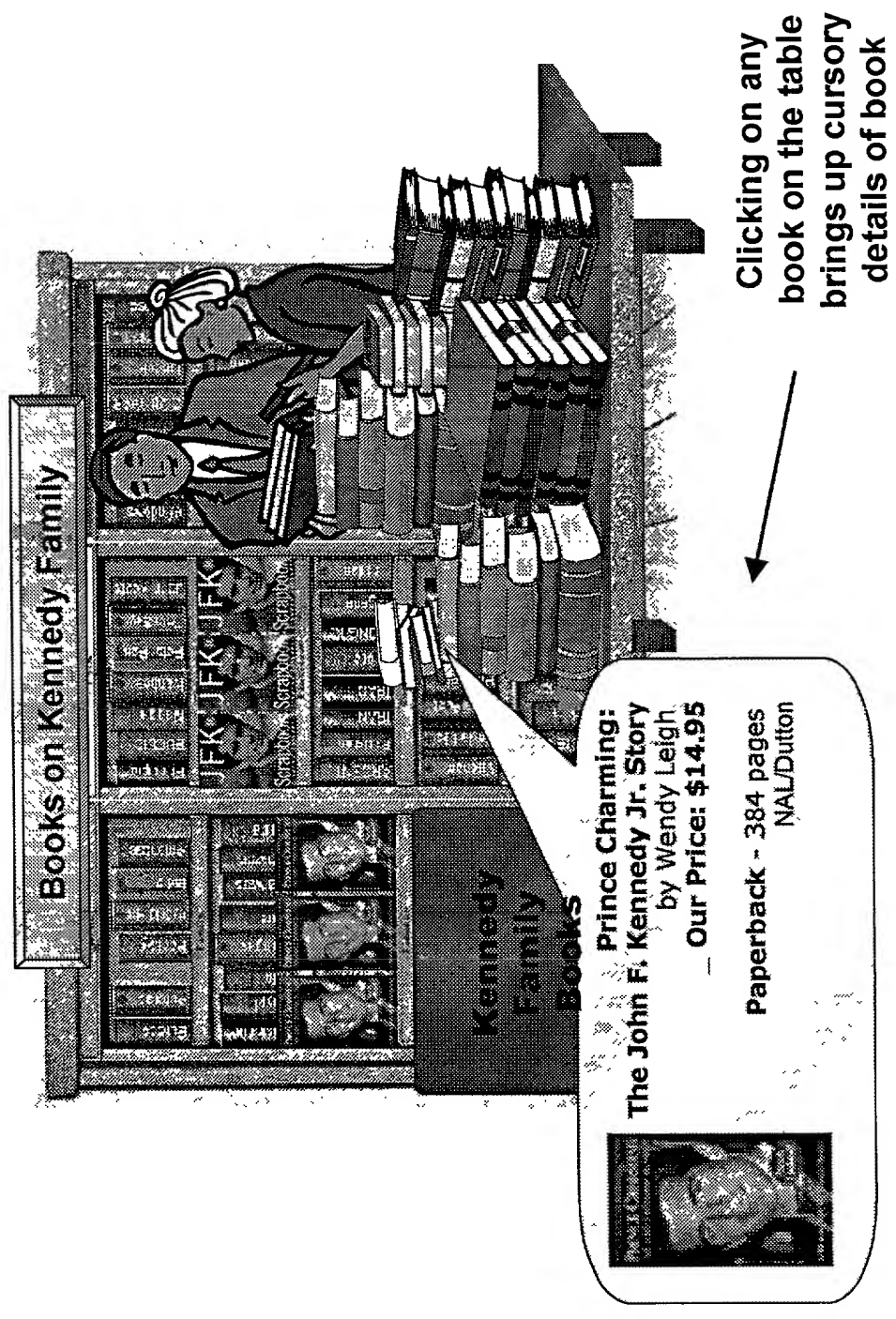


Illustration 11



# Capturing Real Bookstore Experience on the Web – Enabling Book Browsing

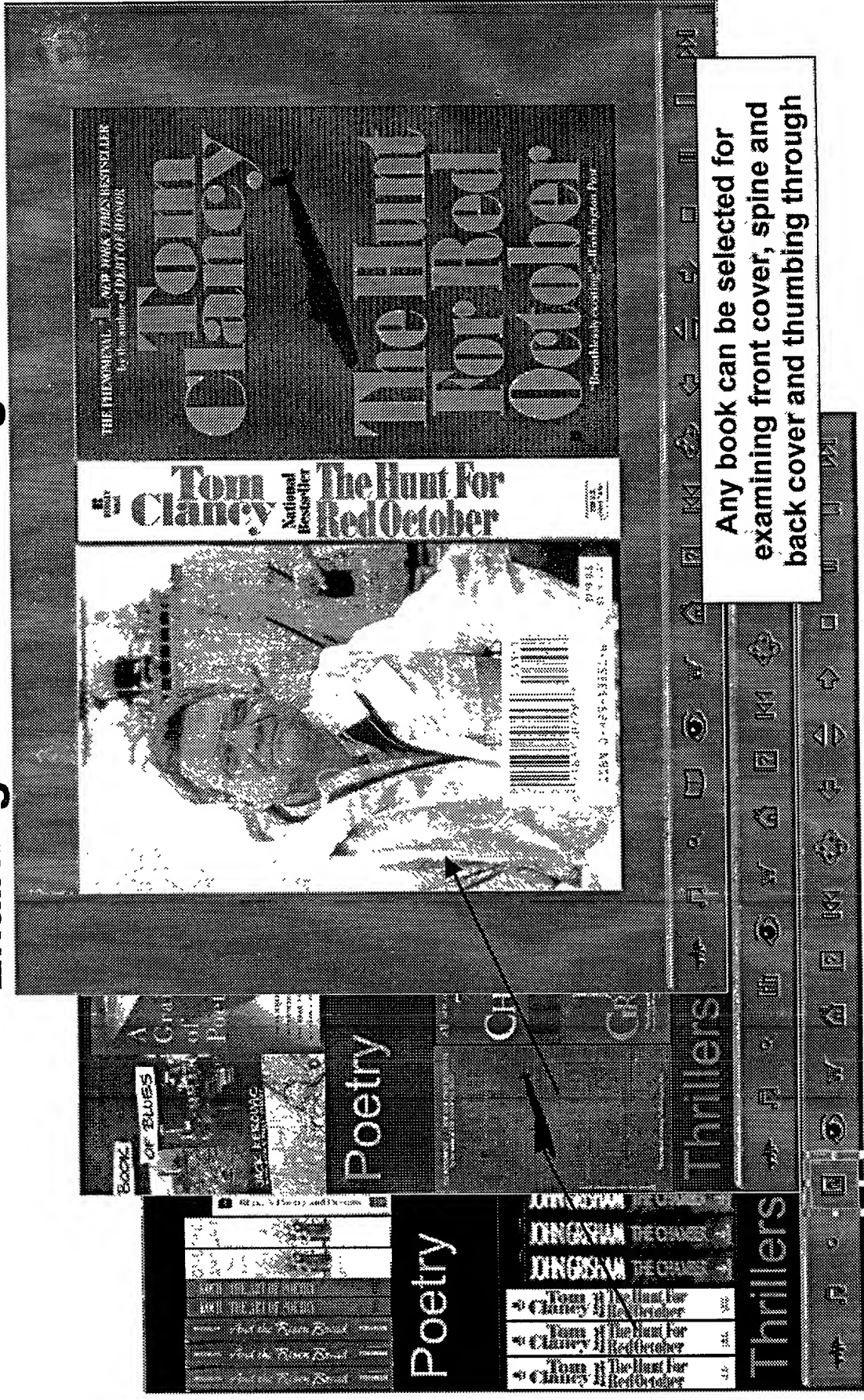


Illustration 12

[illegible]

"Indeed, I do." It comes supplied with pace good about the  
the belt, "I am coming to see, for he thought to have that about  
conscience perhaps as well, and that is his right, I cannot with  
reasons, and I am not sure of it, but I am sure of it, and we will be  
"You find this well?" "I am not sure of it, but I am sure of it, and we will be  
"You find this well?" "I am not sure of it, but I am sure of it, and we will be

For the hundredth time Hamurs told himself that Pasha was the perfect political officer. His voice was strong; his hand his heart too stretched. He never allowed a position to forget what he was. His perfect political officer, Pasha was as easy as easy as easy.

**Buck fought**

Champion was big; he found I gave  
the fighters and a number of other  
well notice the fight and had been  
of after his last tour in Germany had  
some amazing tales.

to his Army

**L**ONDON, Sept. 10.—The London Convention has been adjourned until the 17th inst.

[illegible]

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the 1980s would use the input power

Hamstead origin had left many of prewar-time buildings. It was unusual for anyone other than a Great Russian to be abroad — much less command — a Soviet naval vessel. Moroz's father, Alexander Kozlov, had been a hero of the First World War, a decorated hero of the Russian Revolution, and a Soviet naval official, believing Communists who had served Soviet ships faithfully and well. Where the Soviets first occupied Lithuania in 1940, the older Kozlov was recommended as captain for the Baltic Fleet. He was assigned to a light-armed boat.

the 1970s, most of frozen water in the present world was frozen water in the form of icebergs, driven by the brackish water. The water in the land was frozen, and the water in the land was frozen, and the water in the land was frozen.

In August 1971, after the Greek government had rejected the American demand that it buy back the remaining shares of the state-owned bank, the American government decided to deal with the matter in a different way. The American government decided to buy back the shares of the bank, but it decided to do so in a way that would not be seen as a direct intervention in the Greek economy. The American government decided to buy back the shares of the bank, but it decided to do so in a way that would not be seen as a direct intervention in the Greek economy.

**L**apped off to rats that had been Moscow conditioned. When the Germans invaded a year later, Aleksei was sent to fight at the front. He was captured by the enemy and spent two years in a German prison camp. After his release he returned home to find his family had been killed. He joined the Red Army and fought in the war against Japan.

himself in the Battle of Leningrad. In 1944 he returned heroically as a political commissar, and was awarded the Order of the Patriotic War. In 1945 he returned to his native land with the spearhead of the Eleventh Army.

to wreak bloody vengeance on those who had colluded with the Germans or been suspected of such. Markov

1996-1997, 1997-1998, 1998-1999, 1999-2000, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2011-2012, 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027, 2027-2028, 2028-2029, 2029-2030, 2030-2031, 2031-2032, 2032-2033, 2033-2034, 2034-2035, 2035-2036, 2036-2037, 2037-2038, 2038-2039, 2039-2040, 2040-2041, 2041-2042, 2042-2043, 2043-2044, 2044-2045, 2045-2046, 2046-2047, 2047-2048, 2048-2049, 2049-2050, 2050-2051, 2051-2052, 2052-2053, 2053-2054, 2054-2055, 2055-2056, 2056-2057, 2057-2058, 2058-2059, 2059-2060, 2060-2061, 2061-2062, 2062-2063, 2063-2064, 2064-2065, 2065-2066, 2066-2067, 2067-2068, 2068-2069, 2069-2070, 2070-2071, 2071-2072, 2072-2073, 2073-2074, 2074-2075, 2075-2076, 2076-2077, 2077-2078, 2078-2079, 2079-2080, 2080-2081, 2081-2082, 2082-2083, 2083-2084, 2084-2085, 2085-2086, 2086-2087, 2087-2088, 2088-2089, 2089-2090, 2090-2091, 2091-2092, 2092-2093, 2093-2094, 2094-2095, 2095-2096, 2096-2097, 2097-2098, 2098-2099, 2099-2100, 2100-2101, 2101-2102, 2102-2103, 2103-2104, 2104-2105, 2105-2106, 2106-2107, 2107-2108, 2108-2109, 2109-2110, 2110-2111, 2111-2112, 2112-2113, 2113-2114, 2114-2115, 2115-2116, 2116-2117, 2117-2118, 2118-2119, 2119-2120, 2120-2121, 2121-2122, 2122-2123, 2123-2124, 2124-2125, 2125-2126, 2126-2127, 2127-2128, 2128-2129, 2129-2130, 2130-2131, 2131-2132, 2132-2133, 2133-2134, 2134-2135, 2135-2136, 2136-2137, 2137-2138, 2138-2139, 2139-2140, 2140-2141, 2141-2142, 2142-2143, 2143-2144, 2144-2145, 2145-2146, 2146-2147, 2147-2148, 2148-2149, 2149-2150, 2150-2151, 2151-2152, 2152-2153, 2153-2154, 2154-2155, 2155-2156, 2156-2157, 2157-2158, 2158-2159, 2159-2160, 2160-2161, 2161-2162, 2162-2163, 2163-2164, 2164-2165, 2165-2166, 2166-2167, 2167-2168, 2168-2169, 2169-2170, 2170-2171, 2171-2172, 2172-2173, 2173-2174, 2174-2175, 2175-2176, 2176-2177, 2177-2178, 2178-2179, 2179-2180, 2180-2181, 2181-2182, 2182-2183, 2183-2184, 2184-2185, 2185-2186, 2186-2187, 2187-2188, 2188-2189, 2189-2190, 2190-2191, 2191-2192, 2192-2193, 2193-2194, 2194-2195, 2195-2196, 2196-2197, 2197-2198, 2198-2199, 2199-2200, 2200-2201, 2201-2202, 2202-2203, 2203-2204, 2204-2205, 2205-2206, 2206-2207, 2207-2208, 2208-2209, 2209-2210, 2210-2211, 2211-2212, 2212-2213, 2213-2214, 2214-2215, 2215-2216, 2216-2217, 2217-2218, 2218-2219, 2219-2220, 2220-2221, 2221-2222, 2222-2223, 2223-2224, 2224-2225, 2225-2226, 2226-2227, 2227-2228, 2228-2229, 2229-2230, 2230-2231, 2231-2232, 2232-2233, 2233-2234, 2234-2235, 2235-2236, 2236-2237, 2237-2238, 2238-2239, 2239-2240, 2240-2241, 2241-2242, 2242-2243, 2243-2244, 2244-2245, 2245-2246, 2246-2247, 2247-2248, 2248-2249, 2249-2250, 2250-2251, 2251-2252, 2252-2253, 2253-2254, 2254-2255, 2255-2256, 2256-2257, 2257-2258, 2258-2259, 2259-2260, 2260-2261, 2261-2262, 2262-2263, 2263-2264, 2264-2265, 2265-2266, 2266-2267, 2267-2268, 2268-2269, 2269-2270, 2270-2271, 2271-2272, 2272-2273, 2273-2274, 2274-2275, 2275-2276, 2276-2277, 2277-2278, 2278-2279, 2279-2280, 2280-2281, 2281-2282, 2282-2283, 2283-2284, 2284-2285, 2285-2286, 2286-2287, 2287-2288, 2288-2289, 2289-2290, 2290-2291, 2291-2292, 2292-2293, 2293-2294, 2294-2295, 2295-2296, 2296-2297, 2297-2298, 2298-2299, 2299-2300, 2300-2301, 2301-2302, 2302-2303, 2303-2304, 2304-2305, 2305-2306, 2306-2307, 2307-2308, 2308-2309, 2309-2310, 2310-2311, 2311-2312, 2312-2313, 2313-2314, 2314-2315, 2315-2316, 2316-2317, 2317-2318, 2318-2319, 2319-2320, 2320-2321, 2321-2322, 2322-2323, 2323-2324, 2324-2325, 2325-2326, 2326-2327, 2327-2328, 2328-2329, 2329-2330, 2330-2331, 2331-2332, 2332-2333, 2333-2334, 2334-2335, 2335-2336, 2336-2337, 2337-2338, 2338-2339, 2339-2340, 2340-2341, 2341-2342, 2342-2343, 2343-2344, 2344-2345, 2345-2346, 2346-2347, 2347-2348, 2348-2349, 2349-2350, 2350-2351, 2351-2352, 2352-2353, 2353-2354, 2354-2355, 2355-2356, 2356-2357, 2357-2358, 2358-2359, 2359-2360, 2360-2361, 2361-2362, 2362-2363, 2363-2364, 2364-2365, 2365-2366, 2366-2367, 2367-2368, 23

**E**

## Illustrati

### Illustration 13



# Enhanced User Experience

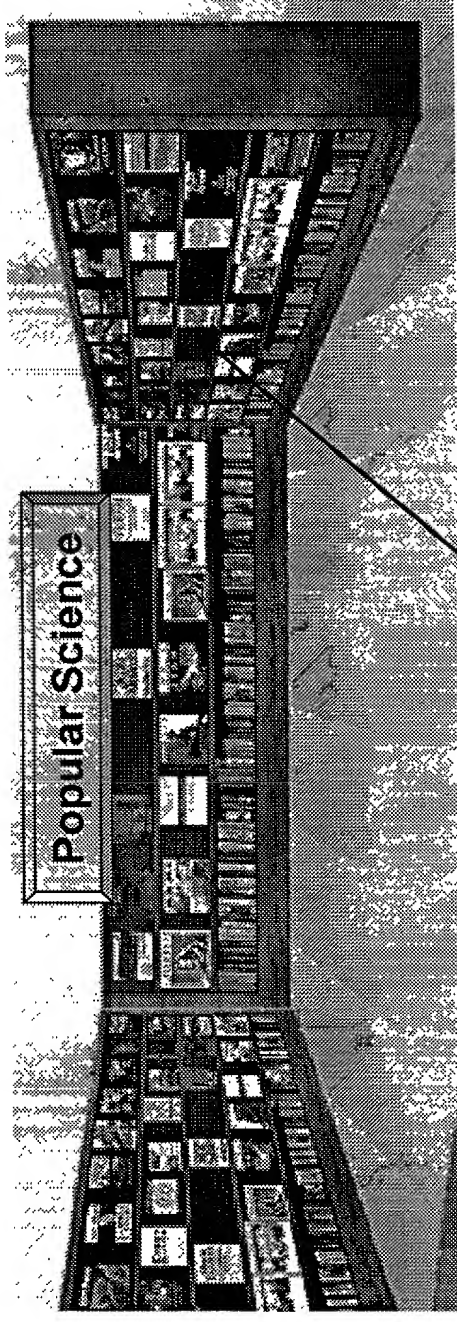
## Book Search

Customer searches  
for a specific book

I want "Einstein's  
Dilemma"



If the book is not found, customer is  
taken to the shelf where the book  
would have come from

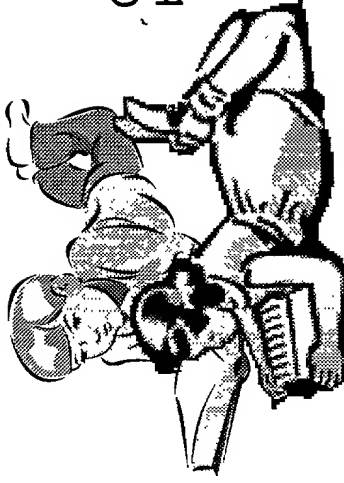
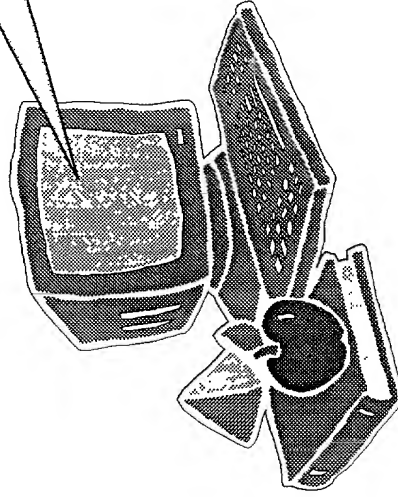


Einstein Books

# Audio Enhancement of Children's Books

Audio Branding

"Learn to Read", from  
[BookAlive.com](http://BookAlive.com)...  
.... Tarzan goes bananas...



Children can thumb through  
books for which audio plays

Stories with augmented sound effects

# Audio Enhancement of Children's Books



Children's bedtime stories

# Augmented Online Cookbook

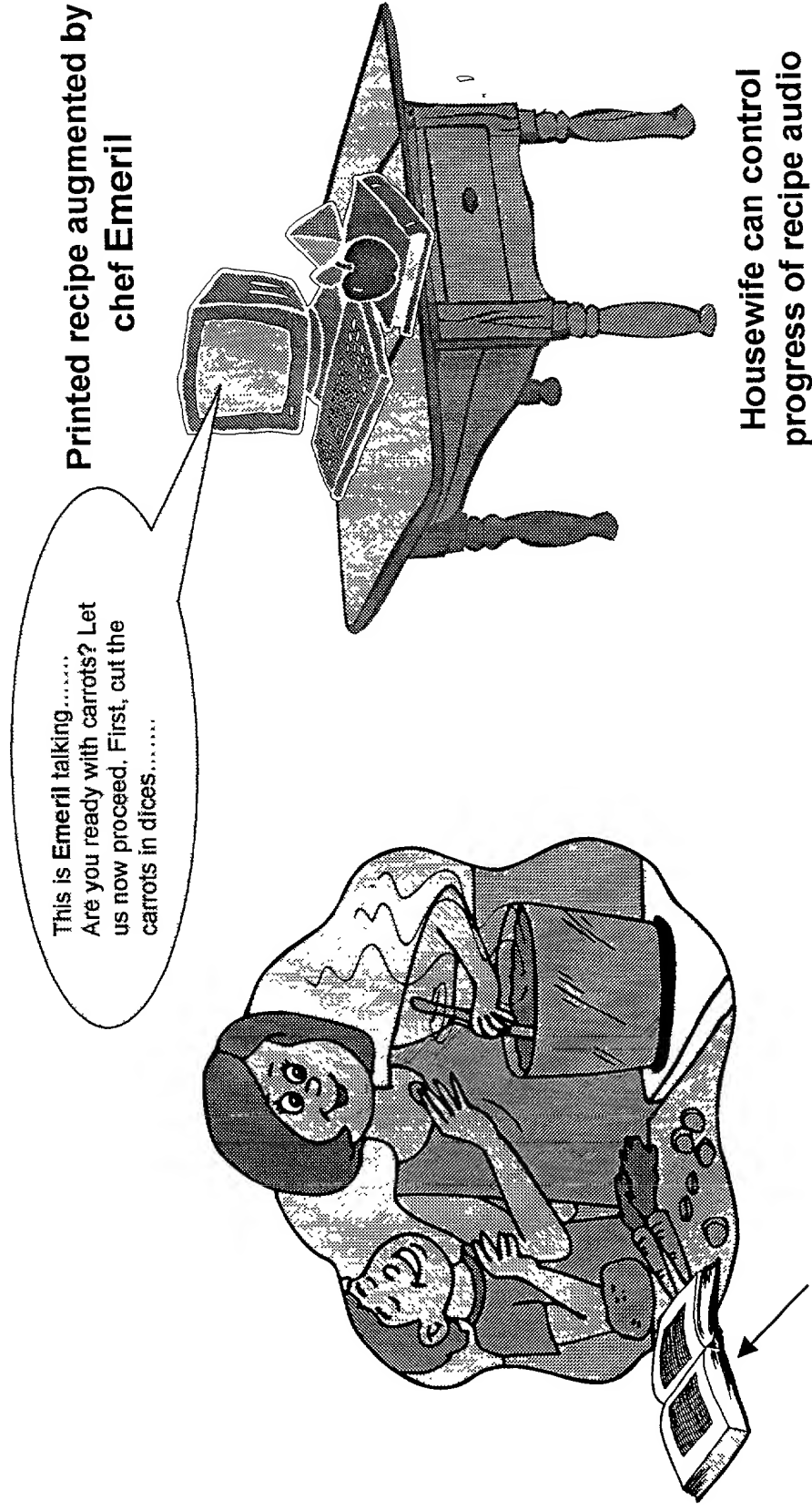


Illustration 17

Video clips can be shown of process and intermediate steps

Audio augmented by chef

Several time-alarms can be set by the cook

Recipe modifies automatically for different number of servings

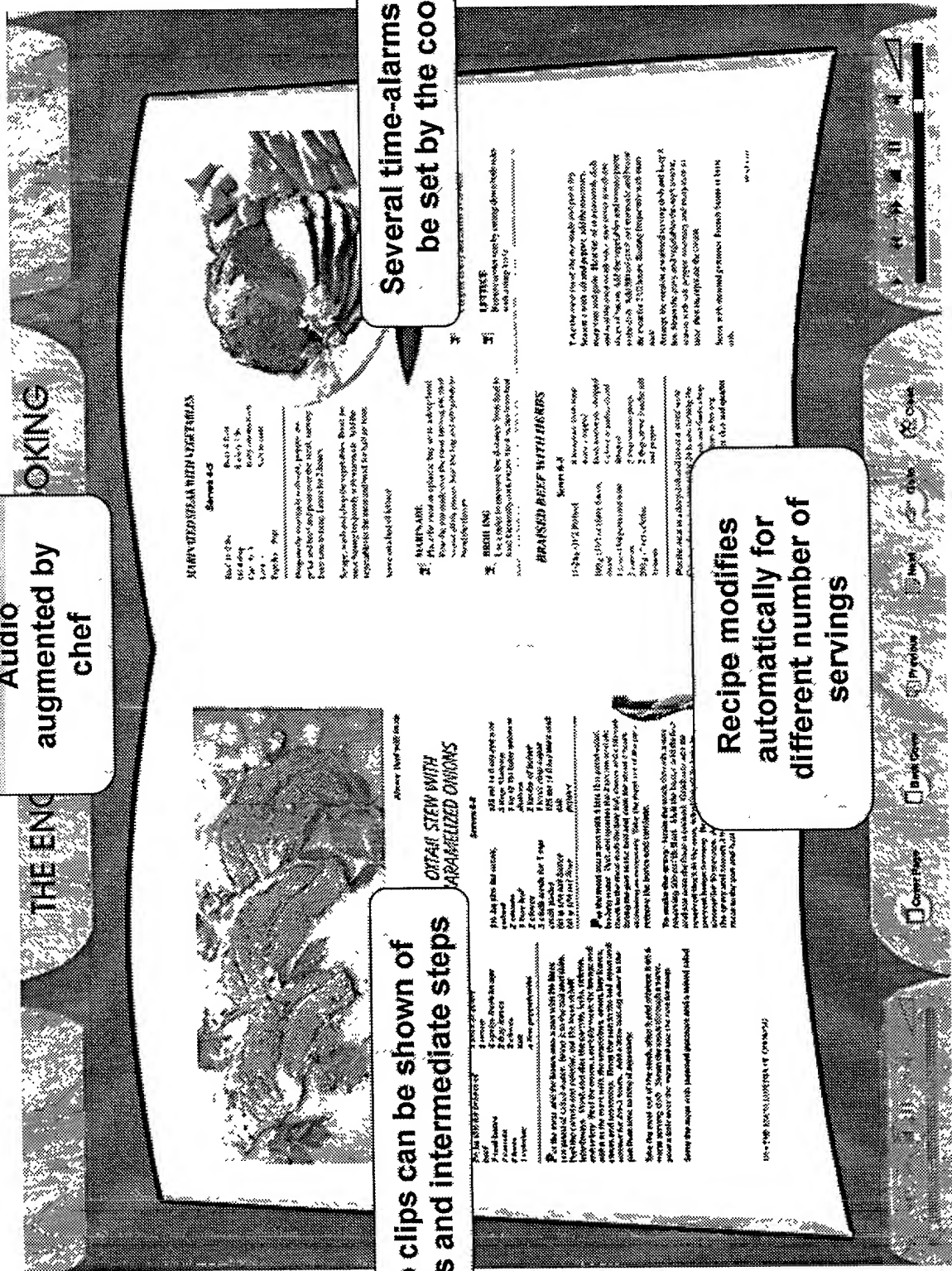


Illustration 18



## Listening to Books – Online and Off-line

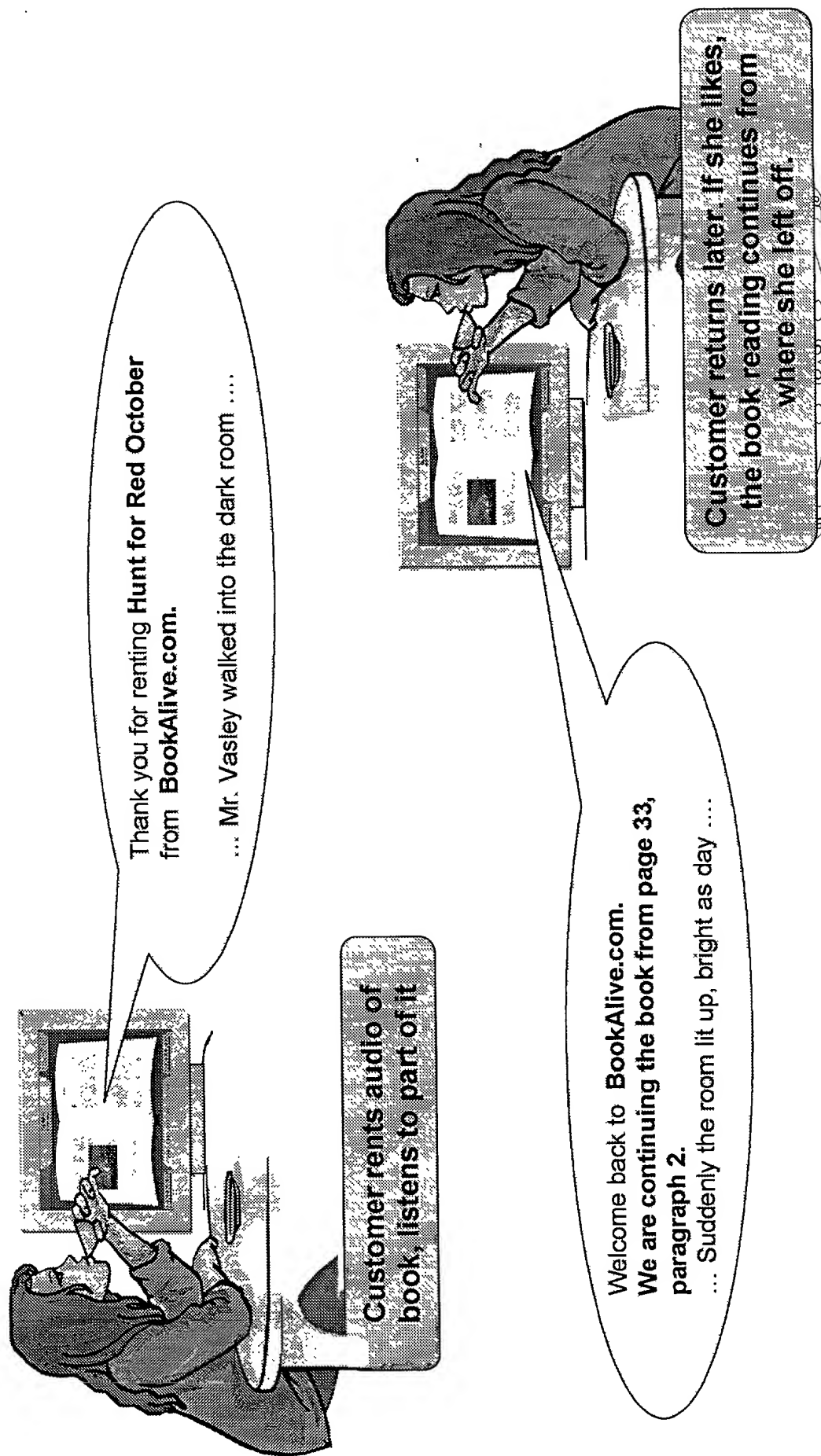
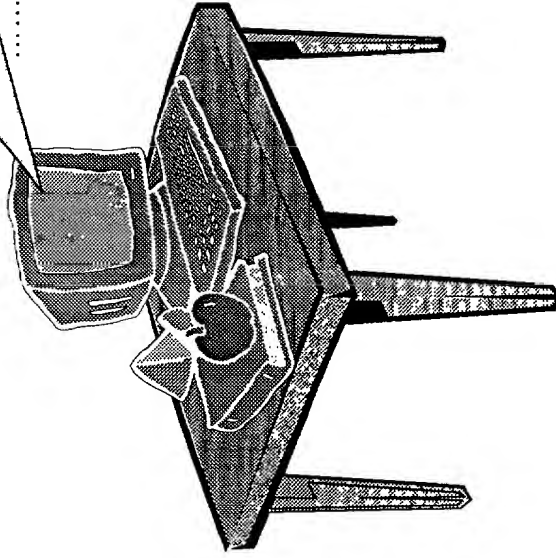


Illustration 19

# Viewer-selected Audio Program for Later Broadcast

Offline Branding

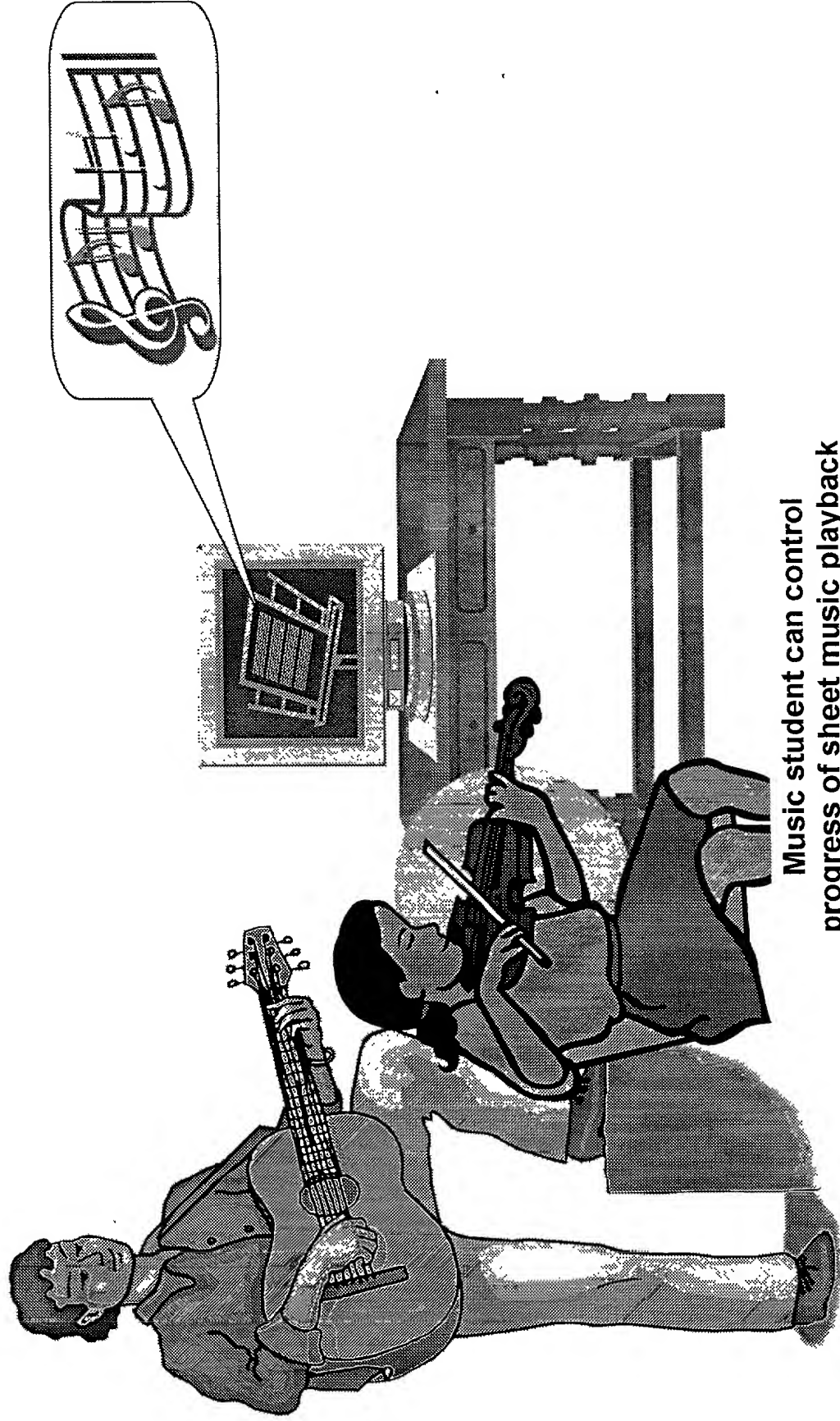
Your personalized audio brought  
to you by **BookAlive.com**.  
It is now 10 PM.  
Tyger, tyger, burning bright  
In the forests of the night  
.....



This program  
broadcasts to viewer at  
his time of choice

Illustration 20

# Playing Sheet Music on Demand



Music student can control  
progress of sheet music playback

Illustration 21